



WKMG

ORDER

Print Date 11/05/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 261347 /

Original Date / Revision
10/05/12 10/05/12

Advertiser POL/Restore Our Future

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product
RESTORE OUR FUTURE

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2091

Alt Order # 06364311

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A55+

Rev Codes AGY POL GEN

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 172450

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	56	\$146,582.50	\$172,450.00	0.00	10/01/12	10/15/12	56	\$146,582.50	\$172,450.00
Totals	56	\$146,582.50	\$172,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/09/12	10/12/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-TWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4			\$500.00		0.00				
E 2	WKMG	10/09/12	10/12/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	4	\$1,250.00	P-3	0.00	NM	4	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4			\$1,250.00		0.00				
E 3	WKMG	10/09/12	10/12/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4			\$1,400.00		0.00				
E 4	WKMG	10/09/12	10/12/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 11/05/12

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Contract / Revision

261347

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser POL/Restore Our Future

Product RESTORE OUR FUTURE

Estimate # 2091

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/09/12	10/12/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$1,800.00		0.00			
E 5	WKMG	10/09/12	10/12/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$1,800.00		0.00			
E 6	WKMG	10/09/12	10/12/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	8	\$2,500.00	P-3	0.00	NM	8	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					8	\$2,500.00		0.00			
E 7	WKMG	10/09/12	10/12/12	Morn News at 5a Morn News at 5a	CM	5-530a	-TWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$500.00		0.00			
E 8	WKMG	10/09/12	10/09/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----					1	\$18,000.00		0.00			
E 9	WKMG	10/09/12	10/09/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----					1	\$15,000.00		0.00			
E 10	WKMG	10/10/12	10/10/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1----					1	\$14,000.00		0.00			
E 11	WKMG	10/11/12	10/11/12	Thu 2 Hour Special Vice Presidential Debate	CM	9-11p (9:00 PM-11:00 PM)	---1---	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---1---					1	\$14,000.00		0.00			
E 12	WKMG	10/12/12	10/12/12	Fri Prime 8p CSI:NY	CM	8-9p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--					1	\$5,000.00		0.00			
E 13	WKMG	10/13/12	10/13/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----2-					2	\$600.00		0.00			
E 14	WKMG	10/13/12	10/13/12	Sat Prime 9p CrimeTime Sat	CM	9-10p	-----1-	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-					1	\$6,000.00		0.00			
E 15	WKMG	10/13/12	10/13/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$2,500.00	P-3	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----2-					2	\$2,500.00		0.00			
E 16	WKMG	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1					1	\$2,500.00		0.00			

Totals	56	\$172,450.00
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